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What We Need to Know to Give You an Estimate

Morgan Printing specializes in short run book printing and newsletters. Many variables affect the cost of printing a book. The most important of these are outlined below:

QUANTITY: Requesting several variables is a good idea (e.g., 300, 500, 750). If this is your first book project and your marketing is not in place, you may want to limit your book run to 500 to establish your market and finalize your product.

PAGE SIZE: Standard sizes are 5.5x8.5", 6x9", and 8.5x11". (Other sizes are cut from these sizes.)

NUMBER OF PAGES: Including text and front matter (total needs to be divisible by four on larger quantities divisible by eight).

TEXT PAPER: We use a house standard acid-free 60# white offset book paper and an acid-free 60# natural (cream) recycled book paper that we buy in large quantities, as well as specialty papers that increase costs.

INK FOR TEXT: Please specify if other than black ink.

NUMBER OF GRAPHICS, photographs, or illustrations in text and how they are provided. Usually line art is not a problem, but photographs or gray screens will reproduce better if made into halftones. If you plan to provide us with scans, we will let you know at what dpi they need to be scanned (which differs depending on the printing press). If we scan your graphics, the scan price varies depending on quantity.

TYPE OF BINDING: If 60 pages or more, we can perfect bind (like a paperback book); if less than 60 pages, we can staple (saddle stitch) the book or use thicker paper if perfect binding is desired. We also plasticcoil and hardbind books. Hardbound books are either Smythe sewn or are a hardcase on a paperback book (less expensive).

COVER PAPER: We recommend 10ptC1S with a gloss lamination for most perfectbound books. We use a varnish on some covers and print some publications on uncoated paper.

COVER PRINTING: Black ink costs the least. As you add colors of ink the price increases, up to 4-color process ink. Hardbound books usually have a gold stamp and a dust jacket may or may not be wanted. Sometimes a printed cover glued onto the hardcasing is preferred.

COPY PROVIDED: Will the copy be camera-ready 600 dpi laserprints? Or will it be postscript compatible digital files with hardcopy proof in Quark, Pagemaker, or InDesign? Or would you like assistance with cover and page layout? Color or grayscale scans should be 300 dpi, and line art scans should be 600-1200 dpi.

Morgan Printing also offers page layout and cover design services. Some of our recent designs are shown on the front of this folder and at our website www.morganprinting.org. Please feel free to call to discuss your publication(s). Custom production quotes are given on specific projects.